

# ILCC News



## Newsletter of the Illinois Liquor Control Commission

### Alcohol Awareness Month

Alcohol Awareness Month, which begins on April 1, has become a national movement to highlight the causes and effects of alcoholism as well as how to help families and communities deal with drinking problems. The core mission of the ILCC is to protect the health and safety of the public through the careful regulation of the manufacture, distribution, and sale of alcohol. We remain committed to encouraging temperance and preventing underage consumption of alcohol.

Founded and sponsored by the National Council on Alcoholism and Drug, Alcohol Awareness Month was established in 1987 to help reduce the stigma so often associated with alcohol addiction by encouraging communities to reach out to the American public each April with information about alcohol, alcohol addiction, and recovery.

As we seek to help remove the stigma that still surrounds alcoholism and substance abuse and encourage those affected to seek the support needed to recover, we ask that you support our efforts by sharing our social media posts and Alcohol Awareness Month events. While a month is not enough time to educate and help everyone, support communities and organizations that are creating social and physical environments that discourage excessive alcohol consumption thereby, reducing alcohol-related fatalities, costs, and other harms.

On April 22nd, we will be hosting our 1st BASSET Town Hall online via WebEx. Attendees will be able to ask questions and offer suggestions on our BASSET program, which is the State of Illinois' responsible beverage seller/server program. Join us from 10 – 1pm on April 22, 2021. [You may register here.](#)

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Liquor licenses expire on the last day of each month. Due to the hardships on liquor license holders as a result of the recent COVID-19 mitigation actions, the Illinois Liquor Control Commission extends the renewal dates of State liquor licenses and defers the collection of license renewal fees in the following manner:

## Liquor License Renewals

1. **All licenses with a renewal date of March 31, 2020 or after are automatically extended to June 30, 2021** (This action supersedes the Commission's prior license extension action through March 31, 2021).
2. No late fees will be charged until after July 1, 2021.
3. License renewal fees are due at time of renewal. This extension does not change the fee for renewal nor prorate any fees paid for renewal of a license, nor change the future renewal date of a license.
4. License fees are not refundable.

**IMPORTANT:** License holders do not have to wait to renew licenses. If a license holder chooses to renew a license when it originally expires or at any time between original license expiration and June 30, 2021, the license holder may renew a license online at [MyTax.Illinois.gov](https://mytax.illinois.gov). License holders are encouraged to renew licenses prior to June 30, 2021 in order to avoid administrative delays at the end of the second quarter of 2021. Do not wait until the day of license expiration to renew your license.

**IMPORTANT:** License holders may not receive an additional notice to renew licenses. Even if license holders do not receive an additional renewal notice, all license holders are required to renew licenses and pay license fees no later than June 30, 2021.

**NOTE 1:** The dates cited above are subject to be extended if Executive Orders extend the prohibition on indoor dining and drinking.

**NOTE 2: Licensees Conducting Retail Sales** – For all licensees that sell at retail, provide proof of a local liquor license (in addition to other required documents). Proof of the local license can be:

- A copy of the current unexpired license OR
- A copy of the written authorization of the local liquor control commission to extend the local license expiration date.



## ILCC News

**Article suggestions are welcome!**

The ILCC welcomes your input to enhance the ILCC News. If you have a suggestion for an article or topic or have a helpful hint to share with other licensees, please contact the ILCC's Chicago Office.

ILCC News is published by the Illinois Liquor Control Commission for state liquor licensees, local government officials, industry associations, and related government agencies.


**Managing Editor:**  
Michelle Flagg

**ILCC Website:**  
[www.illinois.gov/ilcc](http://www.illinois.gov/ilcc)

**ILCC Email:**  
[ILCC@illinois.gov](mailto:ILCC@illinois.gov)

**Chicago Office**  
100 West Randolph Street  
Suite 7-801  
Chicago, IL 60601  
Phone: 312.814.2206  
Fax: 312.814.2241

**Springfield Office**  
300 West Jefferson  
Suite 300  
Springfield, IL 62702  
Phone: 217.782.2136  
Fax: 217.524.1911

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### Higher Capacity Limits and Increased Business Operations

Following recommendations from public health experts, Illinois will move forward with a dial-like approach between the mitigations in Phase 4, which currently apply to the entire state, and the post-pandemic new normal of Phase 5. The Bridge to Phase 5 will allow for higher capacity limits and increased business operations.

### Outdoor Event Licenses in the COVID-19 Environment

As COVID-19 restrictions loosen, the Commission has been faced with the challenge of evaluating temporary outdoor liquor license applications for Non-for-Profit Special Events and for retail license holders seeking outdoor Special Use Permits (collectively "Outdoor Events"). The analysis of Outdoor Events poses a unique challenge because even though the outdoor nature of an event should reduce the risk of COVID-19 exposure, outdoor events also typically involve congregations of large numbers of people in confined areas elevating COVID-19 risks. Because Outdoor Events promote the close interaction of groups of people from different areas, Commission staff takes a restrictive approach to issuing temporary licenses to ensure that a proposed event can abide by the letter and spirit of the COVID-19 restrictions.

The Commission conducts a multi-pronged analysis of each Outdoor Event application submitted to the Commission. First, upon receipt of an event application, Commission staff evaluates if the entity is a restaurant or bar. Second, if not a restaurant or bar, Commission staff determines if the proposed event meets the qualifications of a ["Restore Illinois" Department of Commerce and Economic Opportunity \("DCEO"\)](#) compliant activity. Third, if the event does not directly fall into a DCEO category, the Commission staff will evaluate the event to determine if the event meets the general directives of the DCEO guidelines.

**Restaurant/Bar Special Uses** - The Commission prioritizes the issuance of Special Use permits to existing retailer license holders who have been impacted most directly by the COVID-19 restrictions. Restaurants and bars may seek Special Use permits at adjacent or non-adjacent locations as an extension to the indoor licensed business. Such permit uses entail restaurant and bar seating options typically found in an outdoor cafe or beer garden. Under the [restaurant and bar guidelines](#) set forth by DCEO and with the approval of the local liquor control commissioner, the Commission will issue Special Use permits to expand the less risky outdoor dining and drinking options offered by a licensed retailer. DCEO provides answers to [frequently asked questions](#).

## Product Displays

## LEGAL

In general, licensed alcohol beverage manufacturers and distributors ("Industry Members") shall not provide or give any item or service to a licensed retailer ("Retailer"). Such items and services constitute illegal "of value" transfers pursuant to statute and rule. The Liquor Control Act ("Act") and Illinois Liquor Control Commission Rules ("Rules"), however, expressly authorize an Industry Member to provide some items and services to a Retailer if the primary purpose of the item or service is to highlight, promote, or advertise the manufacturer's brand, not the business of the retailer. For this reason, the Act and Rules authorize an Industry Member to give or sell a product display to a Retailer but only if the product display complies with specific mandatory requirements.

### Industry Member Responsibilities

The Act defines a product display as a temporary inside sign (235 ILCS 5/6-6). As defined in 11 Ill. Admin. Code 100.500(d)(3), Industry Members are primarily responsible for ensuring that the characteristics of product displays abide by the following requirements (Retailers

may also be liable for non-compliant displays and should be aware of the following requirements):

- Product displays include racks, bins, barrels, casks, buckets, glass or transparent display cases, shelving, or similar items in which the primary function of the item is to "hold and display alcoholic liquors at point-of-sale."
- The product display may also be a cooler if the cooler does not have a fair market value greater than \$175 and does not have a plumbing or electrical hookup.
- All product displays must bear the manufacturer's brand or "conspicuous and substantial advertising matter" of the brand.
- The manufacturer's brand or advertising matter must be "permanently inscribed or securely affixed" to the product display. This will help to ensure that the product display is only used for the manufacturer's brand and not for other brands displayed by the Retailer.
- The product display shall not exceed a \$300 value per brand, except for compliant coolers which are capped at \$175. (Value equals cost if the Industry Member purchased the display or fair market value if the Industry



Member did not purchase the display. Maximum value does not include costs of transportation and installation).

- The product display may include a “display enhancer” to help draw attention to the product if the combined value of the display enhancer and display does not exceed \$300 per brand. Examples of “display enhancers” include beach chairs with a beach scene display; a basketball hoop with a March Madness arena display; an outdoor grill with a backyard grilling display.
- An Industry Member may not provide multiple displays if the aggregate value of all temporary signage, including product displays, at the Retailer location exceeds \$1,000.
- The giving or selling of product displays may be conditioned upon the purchase of alcoholic liquor advertised on those displays in a quantity necessary for the initial completion of the display. No other condition can be imposed by the Industry Member on the Retailer in order for the Retailer to obtain the product display.

### Retailer Responsibilities

Retailers are primarily responsible for ensuring that product displays are used for their intended purpose once a compliant product display is in place at a Retailer location. Again, a product display is not meant to be used by a Retailer unless the display is highlighting, promoting, or advertising the brand of the manufacturer who provided the product display.

- The Retailer must ensure that no person removes the name of the brand from the display which should be “permanently inscribed or securely affixed” to the display.

- If the product display is no longer being used for its intended purpose of displaying the manufacturer’s brand, it must be removed from the Retailer premises.
- If the name of the brand is removed from the product display, then the Retailer shall remove the product display and any accompanying display enhancers from the Retailer premises.
- The Retailer may remove the product display (and any display enhancers) by:
  - Destroying the items.
  - Giving the items to a charitable organization.
  - Conducting a drawing for the items according to state and local laws. The Retailer shall maintain records of such a drawing for a minimum of three years.
- The Retailer shall not give the display or display enhancer to any owner, officer, director, partner, manager, employee, or agent of the Retailer, nor to any family member of such person.
- Display and display enhancers should not be found in a non-floor area of the Retailer (e.g. storage, closet, office).

Industry Members and Retailers are required to maintain records of the disbursement and use of product displays at Retailer locations to ensure compliance with Illinois statutes and rules.

If an Industry Member or Retailer has any questions about the requirements of product displays, please contact the ILCC Legal Staff at [ILCC.Legal@illinois.gov](mailto:ILCC.Legal@illinois.gov).



As alcohol consumption has gone up over the past year, the way your customers purchase and consume that alcohol has changed. Cocktails-to-go has provided retailers with a new stream of income during the trying times of the pandemic. Since cocktails-to-go is a newly authorized product, it is important to review the rules and some safeguards that should be implemented.

For a detailed description of the rules concerning cocktails-to-go, please refer to the ILCC's COVID-19 Related Action [Sales and Delivery of "To Go" Mixed Drinks/ Cocktails June 2, 2020](#). It is important to note that a cocktail-to-go container must be a rigid material such as glass, metal, or ceramic. Plastic or Styrofoam are not allowed. Additionally, the container must be sealed with a secure lid that is tamper-proof or tamper-evident. That seal is important to discourage drinking and driving, as well as to ensure product integrity. It is also important to note that cocktails-to-go cannot be delivered by a third-party service, such as DoorDash, UberEats, or similar services. They may be delivered by a retailer employee, picked up inside the licensed premises, or delivered curbside by a retailer employee. The employee of the retailer making the home delivery or curbside delivery must be 21 years of age or older and must be BASSET certified.

As with all alcohol sales, cocktails-to-go can only be sold and delivered to someone 21 years of age or older. With customers wearing masks, age verification can be challenging. Below are a few helpful tips to verify the identity of the person purchasing alcohol:

- Compare the height of the person with their presented ID.
- Compare the eye color with that printed on the ID, as well as the picture.
- Compare the shape and position of the ears relative to the picture on the ID.
- Compare the hairline and hair color on the ID picture.
- Ask questions about the ID such as birthdate, address, weight listed, or restrictions.
- If social distancing permits it, you may ask the customer to move back to a safe distance and temporarily remove their mask.
- If you still cannot comfortably verify the identification of the person, it is advisable to deny the sale. The penalties for selling to a person under the age of 21 can be severe and long-lasting.

The delivery of cocktails presents its own challenges. It is advisable to create policies that ensure that the same person who placed the order is the person who receives the order, and that the person is 21 years or older. The above tips all apply when delivering cocktails. If the residence door is glass, you can ask the consumer to stand behind that door with their mask off while you match them to the ID presented. They can then replace their mask when taking delivery.

One way to encourage good practices is to reward employees for refusing to serve or deliver alcohol to a person under 21 years of age. An employee who receives a bonus for spotting a fake ID or refusing to give alcohol to a minor is far more likely to take the appropriate steps to verify the age of the consumer.

With these tips and recommendations, you can ensure a safe, sanitary experience for your customers, while safeguarding your business and employees.





## Black History Month Panel: Black Distillers, Winemakers & Brewers

We continue to engage virtually until it is safe to meet again in-person. For Black History Month, we held a panel discussion highlighting African Americans in the liquor industry. During Women's History Month we spoke with

Illinois women in wine, spirits, and beer. During Alcohol Awareness Month in April, we will have a BASSET Town Hall Meeting on April 22nd. [Register here.](#)



You don't have to wait until an awareness week or month to have an activity. You can start today. We are sharing resources that can help get your organization started and build on the momentum of other organizations also having underage

prevention events and activities virtually. [For additional resources click here.](#)

The "Talk. They Hear You." campaign aims to reduce underage drinking and substance use among youths under the age of 21 by providing parents and caregivers with information and resources they need to address alcohol and other drug use with their children early.

If you use social media, tag the Illinois Liquor Control Commission on Instagram and Facebook at @IllinoisLiquorControl and share your National Drug and Alcohol

Facts Week or Alcohol Awareness Month activities. Please contact us if you would like for us to participate in any of your virtual activities.

Stayed tuned to our social media channels for details and subscribe to our YouTube Channel.

## Red Ribbon Week

RED RIBBON WEEK is the nation's largest and longest-running drug-use prevention campaign and takes place October 23 - 31st. The DEA Red Ribbon Patch



Program is designed to provide Boy Scouts and Girl Scouts the opportunity to earn a patch from the Drug Enforcement Administration (DEA) by engaging in anti-drug activities

in celebration of Red Ribbon Week. The purpose of the [Patch Program](#) is to empower young people to engage with their community through drug-free activities and strengthen their anti-drug beliefs.

October is 8 months away but will be here before you know it. Want to participate, but not sure how? [Go to for additional information](#) or for [activity ideas](#).

## ID Checking Guides Available

BASSET

The Illinois Liquor Control Commission (ILCC) has an ID checking guide for Illinois Driver's Licenses available on the Commission website.

If you are looking for an ID Checking Guides for all 50 states, there are private companies that have them available. They contain driver's licenses for all 50 states, military IDs, and all the provinces in Canada. Features of all the IDs are found in guides.

Check the ILCC resources page <https://www2.illinois.gov/ilcc/Education/Pages/Parental-Responsibility/Resources.aspx>.



**BASSET Town Hall Meeting for Providers and Trainers** – The Illinois Liquor Control Commission (ILCC) will be hosting a Town Hall meeting for all BASSET



providers and trainers regarding alcohol server training issues, possible curriculum updates, and question and answer session. MARK YOUR CALENDARS FOR THURSDAY, April 22, 2021. [Register here.](#)

**Recertification** – Remind students that their certification is good for three years, then must be retrained to be re-certified. They can take your classroom or online course approved and licensed by the (ILCC).

**Change of Contact Person** – Please notify BASSET Program Manager Lee Roupas if there is a change in the contact person. The contact person receives information from the Commission regarding updates. The contact person is on the BASSET Directory for servers who need BASSET training.

**Change of Officers or Trainers** – If a trainer or officer is no longer with your company and need to remove the name from the BASSET license you can do it on the my-taxillinois.gov. You must provide proper documentation.

**Market Your BASSET Program** – Every server, bartender, or security detail must be BASSET certified. The ILCC wants to encourage BASSET providers to reach the local businesses in their communities and make them aware that you are licensed to teach BASSET courses in the state of Illinois. All licensed and recognized BASSET programs are on the ILCC website under the “Training Class Directory”. If you are a restaurant and hotel chain with a BASSET license training your employees, you are welcomed to open training to the surrounding community and charge your fees.

**Carding Information Regarding Illinois Drivers Licenses and ID Cards** - driver's license and ID card expiration dates will be extended until June 1, 2021 due to the pandemic.

**Curbside Delivery** – Businesses doing curbside delivery of cocktails to go must have those employees performing those job duties to be BASSET trained.

**ILCC Materials** – If you need ILCC materials such as signage, posters, or training guides they can be ordered on the [Commission website](#).



House policies are guidelines that businesses form to operate their establishments. They are created with the intent to utilize sound business practices to make them prosper and keep their establishments in compliance with state and local laws. They are designed to reduce the risk of fines, law suits, and bodily injury.

Businesses must inform their staff and customers of house policies and enforce them. For the employee, they must be communicated through a employee training, or an employee handbook. For customers, the house rules should be posted inside and around the establishment in locations where there is a high volume of traffic during hours of operation.

House policies should be in conjunction with state laws and local ordinances. They can be stricter than both at the discretion of the owners and management.

House policies can be referenced in the event a customer may have a disagreement with an employee, or not know the house policies, then staff members can point to the house policies posted in the establishment.

House policies are justification for the necessary actions to stay in compliance.

Some examples of house policies that are commonly posted are:

- Carding policies, what IDs are accepted, and requested for secondary forms of ID.
- A drink limit, for example: There is a two-drink limit.
- Denying entry to minors and intoxicated individuals.
- Not serving intoxicated patrons or anyone suspected of purchasing for a minor.
- Dress codes.
- No drinks on the dance floor.
- Announcements of last call for alcohol.
- Open containers or bottles are not allowed outside the building.

When forming house policies, it is recommended to do a risk assessment and to also seek the advice of counsel. After the assessment is complete, management should analyze risks, and form policies for the needs of their business as long as they are compliant with all relevant federal, state and local laws. All house policies should be executed with proper intervention methods.

## Importance of Documentation By Lee J. Roupas

Risk management should be a top priority in every business, especially in the alcoholic beverage industry. Establishments should have a plan to protect them from lawsuits, fines, and jeopardizing their liquor license.

A tool to use to prevent liability when an owner, manager, or employee has to employ proper intervention methods is documentation. Documentation is essential when an establishment has proper protocols in place to document alcohol-related incidents or potential incidents. For example, if a bartender or server has to discontinue alcohol service to a patron who is visibly intoxicated, then it should be documented that the server did the prudent thing.

As part of the Beverage Alcohol Sellers and Servers Education and Training (BASSET) program documentation is a topic that is covered and recommended as a good business practice and risk management.

Every establishment should have a logbook or documentation forms easily accessible in the event an incident occurs, and proper methods of prevention and intervention are administered. They should be in an easy-to-use format, so no details are left out if documentation is necessary in a police investigation or lawsuit.

Employees and management should be trained how to use and when to use the tools for documentation. Logbooks and forms should be placed around employee workstations, under a cash register, or under the bar. Some nightclubs and restaurants keep them at the front door where there is a valet podium, or the "bouncers stand".

Types of incidents to document:

- Confronting unruly patrons.
- Altercations.
- Cutting a patron off from further alcohol service due to intoxication.
- Encountering a fake ID.
- If the police or paramedics are called.
- Falls or injuries.
- Intoxicated persons entering an establishment.
- Thefts, pick pockets, or purses being stolen.
- Calling a cab, or someone to pick up an intoxicated guest.

Forms and logbooks can be found online as a tool for proper risk management and protection.





### Distracted Driving Awareness Month

Though traffic has dropped significantly since the start of the COVID-19 pandemic, our roads have only gotten more dangerous. On a typical day, more than 700 people are still injured in distracted driving crashes. Whether it is distracted driving, drunk driving, drug-impaired driving or speeding, the National Highway Traffic Safety Administration (NHTSA) works to eliminate risky behaviors on our nation's roads. The NHTSA presents descriptive statistics about traffic crashes of all severities in their annual report, Traffic Safety Facts: A Compilation of Motor Vehicle Crash Data. <https://cdan.nhtsa.gov/>



### Positive Youth Development Oak Park and River Forest Townships

The Workgroup for Positive Youth Development (+PYD), convened by the Oak Park Township Prevention Services department, was awarded a five-year Drug-Free Communities Support Program grant through 2024 by the White House Office of National Drug Control Policy. This grant will allow for the community coalition (+PYD) to continue and expand their prevention efforts in Oak Park and River Forest to provide practical insight and guidance to support youth in making choices that lead to alcohol and drug free lives. Coalition meetings are held virtually March – December 2021 at 1PM

All meetings are open to everyone. If you would like to learn more or join one of the sub-committees, please visit [oakparktownship.org/prevention-services](http://oakparktownship.org/prevention-services) for more information.



### 'InTEXTicated?' Illinois Teens Public Service Campaign

April is also distracted driving awareness month. To help educate the public about the dangers associated with distracted driving, the Alliance Against Intoxicated Motorists have teamed up with traffic safety partners on awareness campaigns throughout Illinois. The safety campaign guidelines will be posted on February 1, 2021 at [www.aaim1.org](http://www.aaim1.org) and <https://www.facebook.com/AA-IMtosavelives/>



### Alcohol Policy Resource Center Webinars

The Alcohol Policy Resource Center at Prevention First will host the following webinars:

**4/13/2021 - Alcohol Home Delivery: Regulatory and Enforcement Implications**  
10am - 11am (CST) [Register here.](#)

**5/13/2021 - Alcohol Prevention is Suicide Prevention: Understanding the Associations Between Alcohol and Suicide**  
10:00am - 11:00am (CST) [Register here.](#)